



Between the lines

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A PUBLICATION OF THE SUNNYVALE PUBLIC LIBRARY

The Year 2007 in Review

By Deborah Barrow,
Director of Libraries

The City of Sunnyvale operates on a fiscal year (July 1 through June 30), and ties the budget to performance measures during that time. In the months following the end of the fiscal year, City departments have an opportunity to reflect on their accomplishments and consider areas and services that may be improved. The Library had a very busy and successful year. Performance was good and most of the goals and objectives were met or exceeded.

Here are some highlights:

- Library circulation of materials increased by approximately 19 percent to 2,247,777, indicating that the materials provided are appreciated by the public.
- Council took action to end the highly unpopular DVD/Feature Film rental fee which fell short of bringing in the projected revenues, and it appears some Sunnyvale Library users may have returned to their home Library as a result.
- Attendance in the Library increased 6.25 percent to 768,983.
- The overall budget projected was maintained at just over \$6.5 million.
- Over 14,000 children attended programs. However, the Library would like to encourage greater attendance through class visits.
- Reference services held steady at just over 51,000 questions for Children's Services and slightly increased for Adult Services to just over 124,000.
- Via the interactive library catalog, a number of new online services were introduced. The Link+ system gave Library users a convenient option for borrowing materials from other libraries using the Sunnyvale online catalog; and e-Commerce established an online payment option for library fines and fees.
- Internet computer users within the Library now have a convenient self-serve system that ensures that time on the computers is shared equitably.
- Wireless Internet access, which has been in demand at the Sunnyvale Library, was installed and offers a way for patrons to use their own laptops to access Library

databases and other Web sites while at the Library.

- There were a number of efforts to make the Library building more attractive and user-friendly by establishing a "marketplace" for new materials, introducing new self-checkout computers, installing a welcoming mural at the Children's Room entrance and making other improvements to the Children's Room.

The most significant project was the planning process for Library services over the next 30 years, the Sunnyvale Library of the Future. This project was a highly successful civic engagement process, which may be used in total, or in part to chart future services. By the time this article is available in print, we all will know the results of the City's ballot measure requesting funds to build the new Library. Whatever the outcome, there are many people to thank for a successful year.

A heartfelt "thank you" to Library staff members for their dedication, hard work and great results. Also much appreciation goes to the other City departments for their partnership in the Sunnyvale Library of the Future project and various other efforts. The ongoing support of the Council for Library services is deeply appreciated, understanding that all City services are important with lots of priorities to juggle. And most of all, thanks to Library users and community members for continuing to value the Library, and for their participation in the Sunnyvale Library of the Future Study and Strategy meetings. As always, Library staff remains committed to providing the best service possible within our means.

Web 2.0 – Library 2.0

By Christine Doxtad

Although the term Web 2.0 might not be a familiar one, most people have heard of MySpace, YouTube, Wikipedia and blogging. These are just a few of the many popular Web 2.0 sites designed to facilitate social interaction, information sharing and opportunities for learning. Millions of people are using these tools to communicate with each other in previously unheard of ways. The Library is embracing this technology as well, using it to engage the community by promoting more collaboration, interaction and ultimately, providing better service.



If you have visited our Web site recently, you may have noticed that we now have podcasts of recent programs. Did you miss the presentation on Dream Green Kitchens or Reverse Mortgages? Now, even several months later, you can listen to these programs at your convenience. Are you interested in Sunnyvale history? Using Google Video or YouTube, you can view short videos such as "Great Trees of

Sunnyvale" or stories of life and work in early Sunnyvale. Flickr, a photo-sharing Web site, has enabled us to post photos of recent library events, bringing the library to you wherever you are and whenever you want.

Everyone seems to have a blog these days and the Library is no exception. The reference staff has recently created a blog called Pass It On. This blog is updated weekly, giving tips about books and media and information about upcoming classes and events. Blogging has become so popular that the Library now offers classes on how to create a blog of your own.

The Library uses just a few of the many Web 2.0 products available. To get an idea of just how many Web 2.0 sites exist, try looking at the first search result when you do a Google search on Logo 2.0. The first result is an impressive collage of the names of many of these sites. Try some exploring on your own using the Web sites mentioned above or others that you have found. Perhaps you can think of new ways to share information, too.

Web Sites:

www.sunnyvalelibrary.org
(click on downloads and e-books)

passitonsv.wordpress.com
(the Library reference blog)

www.youtube.com (video-sharing)

video.google.com (video-sharing)

www.flickr.com (photo-sharing)

www.wordpress.com
(blogging Web site)

A New Look for Children's and Teen Spaces

By Betsy Wachter

A 15-month project to change the look of the children's and teen areas of the Library is coming to a close as the last shelving units are installed this month. The project began with a focus group in July 2006. The parents and children who attended gave us some great ideas for creating more family-friendly spaces for reading and studying.

The Children's Room, officially renamed the KidSpace, now has more attractive study tables and chairs, couches that will accommodate a parent and a child or two reading together, and new display units for magazines. Library staff member Angelo Lopez is the artist who created the entryway to the KidSpace, along with children who added flowers, plants, and animals to Angelo's design. Some

changes in the shelving make the picture book area more open. The children's audiobooks, music collection, DVDs and videos have been moved to make them more accessible. The teen area has furniture for both lounging and studying in a more defined space.

Please visit the KidSpace and the Teen area on your next trip to the Library!



For complete information on the Sunnyvale Public Library, please call (408) 730-7300 or visit

www.sunnyvalelibrary.org

November is National Adoption Month!

By Susan Kaplan

Since 1990, November has been declared National Adoption Month. It is a time to celebrate family and raise awareness of the many children still in foster care who are awaiting adoption. Santa Clara County Superior Court will be one of many places throughout the country participating in National Adoption Day, November 15, in which hundreds of adoptions are finalized simultaneously.

For families who are considering adoption or who have adopted children, the library has collected many books of interest for every member of the family. We have picture books such as **Finding Joy** by Marion Coste. It tells of an infant who must leave her family in China, is adopted by an American family, and renamed Joy. To explain adoption to children, there is **All About Adoption: How Families are Made and How Kids Feel About It**, by Marc Nemiroff and Jane Annunziata. This book uses simple language to describe the stages of the adoption process and the feelings of adoptees.

For teens, there are many fiction books to read. Among them are **Invisible Threads**, by Annie Dalton. This book alternates between the experiences of a mother who is deciding whether to find her birth mother, and the daughter who is unexpectedly pregnant. Another is **A Brief Chapter in My Impossible Life**, by Dana Reinhardt, in which a sixteen year old girl is convinced by her adoptive parents to make contact with her birth mother who is dying of cancer.

In the adult section, check out **The Complete Adoption Book: Everything**

you Need to Know to Adopt a Child by Laura Beauvais-Godwin and Raymond Godwin, and for legal issues, see **The Complete Adoption & Fertility Legal Guide** by Brette Sember.

For information and anecdotes about international adoption, read **China Ghosts: My Daughter's Journey to America, My Passage to Fatherhood** by Jeff Gammage, which is a journalist's story of the process of foreign adoption, and what constitutes a family. Another recent publication is **Welcome home: An International and Nontraditional Adoption Reader**, which discusses every aspect of the adoption process, especially for international and special needs children, and gives firsthand perspectives of nontraditional adoptions. Other titles include **Dim sum, Bagels and Grits: a sourcebook for Multicultural Families** by Myra Alperson.

There are a number of adult fiction books which use adoption as a main theme. Among some of the recent titles are:

Digging to America by Anne Tyler in which two families meet at the airport while awaiting the arrival of their new Korean daughters. The families have very different backgrounds, but their lives intertwine as the girls grow up.

If You Lived Here by Dana Sachs offers an interesting look at international adoption, and women's friendship.

Somebody's Daughter by Marie Myung-ok Lee in which a Korean teenager who has been adopted and raised by Scandinavian-American parents in Minnesota, returns to her native country to find her mother.

Satterberg and LSTA Funding for Preschool Literacy Programs in Sunnyvale!

By Susan Denniston

Children who attend preschools and day care centers in Sunnyvale are reaping the benefits of two grants that were recently awarded to the Library.

The Satterberg Foundation of Seattle, Washington is funding a third year of the *Tales for Tots* program, featuring story programs presented by librarians from the Sunnyvale Library at day care homes and preschools. The Satterberg Foundation is a philanthropic family organization that provides financial help to organizations that enrich and support the communities in which their members live. The goals of the *Tales for Tots* program are to share a love of reading, books and learning with preschoolers and to impart techniques for developing reading readiness and literacy skills to parents, care providers and preschool teachers.

During the first two years of the program, starting in Fall 2005, librarians shared stories, puppets, fingerplays and songs with children, child care providers and preschool teachers. Each group of children was visited four times during the year, for a total of about 180 story programs. Librarians carefully selected materials for each site and included both picture book classics and the best of new children's books. A workshop to teach language acquisition skills was held for care providers and teachers.

The third year of the *Tales for Tots* program was met with a flood of requests for participation, since participating providers and teachers were eager to continue the *Tales for Tots* visits. Other caregivers

and teachers, hearing of the program's success, were anxious to sign up. Thanks to the Satterberg Foundation, the story programs will continue throughout the 2007/08 year. A special workshop on child development, children's literature or a related subject will be offered for parents of preschoolers, caregivers and preschool teachers.

The *In the Bag...Stories to Go for Children to Grow* program, funded by a federal Library Services and Technology Act (LSTA) grant through the California State Library's *Early Literacy for Families (ELF)* program, also provides special services for children in child care centers and preschools in Sunnyvale. Building on the successful *Tales for Tots* program, the *In the Bag...* grant supports deliveries of books selected specifically by librarians from profiles prepared by care providers and preschool teachers. Throughout the year, participating day care homes and preschools will also receive enrichment tools, such as activity sheets, musical instruments or puppets, to help with their literacy programs. Time will be provided on some visits for librarians to demonstrate reading activities. Library staff will also offer two or more special events at the Library, involving literature for young children and families, such as a puppet show or program featuring an interactive storyteller.

Search 3.5 million Photos on the Library Web Site

By Christine Doxtad

The Library has recently added AP Images to its growing database collection. AP Images is a primary source news photo file containing over 3.5 million news photographs from the 1840s through today, with more than 3,000 photos being added on a daily basis. Also available are over 100,000 graphics, including maps, timelines, logos and graphs. Searching AP Images is easy; you can search on the name of a person, place or thing or use

AP Images

some of the featured searches such as the top photos of the week or photos from from sports or entertainment. If you move your cursor over a picture, a caption will appear, telling you about it. What do Isaac Newton and ping pong balls have in common? Do a search on either, read the caption over the picture and all will become clear.

Unless otherwise indicated, content from AP Images may be downloaded and used for educational purposes such as homework, book reports, school newspapers, educational Web sites and other educational projects. The images from this database are not intended to be used for commercial purposes.

To access AP Images, visit www.sunnyvalelibrary.org, click on Research Online, and then select Databases. Take a moment to discover the many features of this useful new database.



Sunnyvale Public Library

665 W. Olive Ave., Sunnyvale, CA 94086

Library Hours

Monday – Thursday	10 a.m. – 9 p.m.
Friday & Saturday	10 a.m. – 6 p.m.
Sunday	Noon – 8 p.m.

Book and media drops are located outside the Library for after-hours returns.

Telephone Numbers	Area Code
Borrowers' Records	(408) 730-2748
Children's & Teen Services	(408) 730-7292
Deaf Access: TDD	(408) 730-7501
Dial-A-Story (English)	(408) 730-7333
Dial-A-Story (Spanish)	(408) 737-4907
Information & Reference	(408) 730-7300
Library Cards	(408) 730-2748
Library Administration	(408) 730-7316
Overdue Materials	(408) 730-7309
Renewals (Automated)	(408) 730-7310
Special Outreach Services	(408) 730-7306

Library Web Site

www.sunnyvalelibrary.org

Pursuant to the Americans with Disabilities Act, the City of Sunnyvale will make reasonable efforts to accommodate persons with disabilities. If you require special accommodation, please contact the library.